FEDERAL AGENCY: ENVIRONMENTAL PROTECTION AGENCY (EPA) Office of Environmental Education

TITLE: Environmental Education Regional Grants -- Solicitation Notice for 2011

ACTION: Solicitation Notice

RFP NUMBER: EPA-EE-11-02

Catalog of Federal Domestic Assistance (CFDA): 66.951

Purpose: The purpose of the Environmental Education Regional Grant Program is to increase public awareness and knowledge about environmental issues and provide the skills that participants in its funded projects need to make informed environmental decisions and take responsible actions toward the environment.

Application Deadline: Applications must be postmarked or submitted electronically via www.grants.gov by May 2, 2011, 11:59 pm in order to be considered for funding. See Section IV(D) for more details about the deadline.

Number and Value of Awards: The total estimated funding for this competitive opportunity is approximately $1,943,000 nationwide (approximately $194,300 per Region). EPA expects to award a minimum of 2 grants per Region for an expected minimum of 20 grants nationwide; the minimum award amount is $15,000 and the maximum is $100,000, subject to the availability of funds, the quality and quantity of applications received, and other applicable considerations.

Cost Sharing Requirement: Applicants must demonstrate how they will provide non-federal matching funds of at least 25% of the total cost of the project.

Start Date: Applications should plan for projects to start no earlier than September 1, 2011.

CONTENTS BY SECTION

**Section I. Funding Opportunity Description**

A. Background and Summary
Under this solicitation EPA is seeking grant proposals from eligible applicants to support environmental education projects that promote environmental stewardship and help develop knowledgeable and responsible students, teachers, and citizens. This grant program provides financial support for projects that design, demonstrate, and/or disseminate environmental education practices, methods, or techniques as described in this notice. Under this solicitation EPA expects to award environmental education grants from the 10 EPA Regional offices.

Grantees that receive awards under this solicitation must establish methods to document and report measurable results from grant projects. To ensure that grant proposals are competitive, applicants should carefully read Sections IV and V regarding how to structure a proposal and what criteria will be used to evaluate proposals. Due to the large number of grant applications received, EPA cannot fund all proposals.

Applicants must demonstrate that any proposals submitted under this solicitation are for different projects than ones the applicant has previously been awarded funding for through EPA's EE program.

B. Definitions
This grant program funds environmental education (EE) projects. Environmental information and outreach may be important elements of EE projects, but these activities by themselves are not environmental education. It may be helpful to view these activities along a continuum as follows:

Environmental Education Continuum
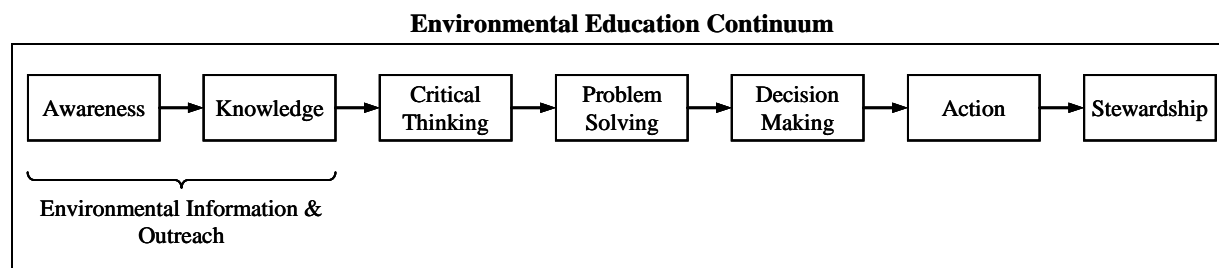
By itself, environmental information only addresses awareness and knowledge, usually about a particular environmental issue. Outreach involves information dissemination and requests or suggestions for action on a particular issue (often without the critical thinking, problem solving and decision making steps in between). EE covers the range of steps and activities from awareness to action with an ultimate goal of environmental stewardship. Below are definitions of these and other terms used throughout this solicitation.

(1) "Environmental Education (EE)" increases public awareness and knowledge about environmental issues and provides the participants in its programs the skills necessary to make informed environmental decisions and to take responsible actions. EE is based on objective and scientifically-sound information, and does not advocate a particular viewpoint or a course of

action. EE teaches individuals how to weigh various sides of an issue through critical thinking and enhances their own problem solving and decision making skills on environmental topics.

(2) "Environmental Information" provides facts or opinions about environmental issues or problems. Information is essential to any educational effort. However, environmental information is not, by itself, environmental education. Information provides facts or opinions whereas education teaches people how to think, analyze, and solve problems.

(3) "Environmental Outreach" disseminates information and sometimes asks audiences to take specific action, but doesn't necessarily teach people how to analyze an issue. Outreach often presents a particular point of view, and often in pursuit of a particular goal. Examples may include a community meeting to inform residents about a toxic site in their area and where they can go for help, or a campaign to get volunteer participants for a beach or stream cleanup event.

(4) "Environmental Stewardship" is voluntary commitment, behavior, and action that results in environmental protection or improvement. Stewardship refers to an acceptance of personal responsibility for actions to improve environmental quality and to achieve sustainable outcomes. Stewardship involves lifestyles and business practices, initiatives and actions that enhance the state of the environment. Some examples are: living or conducting business in such a way as to minimize or eliminate pollution at its source; use energy and natural resources efficiently; decrease the use of hazardous chemicals; recycle wastes effectively; and conserve or restore forests, prairies, wetlands, rivers, and urban parks. Stewardship can be practiced by individuals, groups, schools, organizations, companies, communities, and state and local governments.

C. Educational and Environmental Priorities

In order to be eligible, all applications must: (1) address at least one of the EPA educational priorities listed below, (2) address at least one EPA environmental priority listed below; and, (3) be for a project that satisfies the definition of "environmental education" as defined under Section I(B).

The educational and environmental priorities listed below are not in order of importance or preference. Proposals may address more than one priority. However, it is important that a project have a focus rather than addressing multiple priorities at the expense of a quality outcome. Proposals do not receive extra points for addressing more than one educational or environmental priority.

EPA's Educational Priorities are:

(1) Capacity Building: Increasing capacity to develop and deliver coordinated environmental education programs across a state or across multiple states.
(2) Educational Advancement: Utilizing environmental education as a catalyst to advance state or local education reform goals.
(3) Community Projects: Addressing environmental stewardship in a local educational context and using community-based stewardship activities as the primary teaching tool.

(4) Human Health and the Environment: Educating K-12 youth and post secondary students, and educators in formal and non-formal settings about human health threats from environmental pollution and how to minimize human exposure to preserve good health.

(5) EE Teaching Skills: Providing pre-service and in-service professional development for teachers, faculty, or non-formal educators to improve their environmental education teaching skills and/or knowledge about environmental issues and content, such as sustainability, water and air quality, chemical risks, hazardous wastes, climate change and greenhouse gas emissions.

(6) Career Development: Educating K-12 youth and post secondary students, and their educators in formal and non-formal settings about environmental issues, solutions and stewardship for the purpose of encouraging interest in environmental careers.

To assist in understanding EPA's educational priorities for EE grants, detailed descriptions of some of the education priorities are provided below and in a list of Frequently Asked Questions (FAQs) online at **www.epa.gov/education/grants.html**.

Capacity Building

For purposes of this grant program, "Capacity Building" refers to developing effective leaders and organizations that design, implement, and link environmental education programs across a state or states to promote long-term sustainability of the networked programs. Coordinated efforts should involve major education and environmental education providers, including state education and natural resource agencies, schools and school districts, professional education associations, and nonprofit educational and tribal organizations. To do this effectively, there needs to be a state plan, a network of trained leaders and qualified providers, funding and other resources that coordinate the efforts. For a proposal to be competitive as "capacity building", it should identify how the project is linked to a state's larger efforts statewide (e.g., as an activity within a state's EE Master Plan or EE Strategic Plan.)

Examples of activities EPA is looking for under this priority include: identifying and assessing needs and setting priorities; developing a state master plan; identifying funding sources and resources; establishing requirements for instruction and curricula; facilitating communication and networking; promoting sustained professional development; and sponsoring leadership seminars.

Examples of state capacity building projects that have been funded in the past include the following:
- Kansas Association for Conservation and Environmental Education (www.epa.gov/education/grants/ks01.htm#NE83408701)
- Virginia Department of Environmental Quality (www.epa.gov/education/grants/va01.htm#NE833654010)
- Georgia Department of Natural Resources (www.epa.gov/education/grants/ga01.htm#NE832676010)
- Washington State University (www.epa.gov/education/grants/wa01.htm#NE960298010)

Educational Advancement

Educational Advancement, as used in this solicitation notice, refers to state, local, or tribal efforts to involve environmental education in the improvement of student academic achievement. Educational advancement projects funded in the past have focused on the involvement of environmental education in efforts to change curriculum, instruction, assessment, or how schools are organized. Curriculum and instructional changes may include inquiry and problem solving, real-world learning experiences, project-based learning, team building and group decision-making, and interdisciplinary study. Assessment changes may include developing environmental education content and performance standards and realigning curriculum and instruction to the new standards and new assessments. School site changes may include creating magnet schools or encouraging parental and community involvement in environmental education programs. Proposals that address this educational priority should identify specific educational needs and goals and discuss how the proposed project will address them.

Teaching Skills

EPA has funded various kinds of projects focused on environmental education teaching skills. A resource to help guide projects that address "teaching skills" is the *Guidelines for the Preparation and Professional Development of Environmental Educators* developed with EPA funds. You may download or order a copy of this publication by going to EPA's website at www.epa.gov/education/eepubsEPA.htm#guidelines.

EPA's Environmental Priorities are:
In addition to addressing at least one educational priority listed above, and satisfying the definition of environmental education, all proposals must address at least one of EPA's environmental priorities listed below. The mission of EPA is to protect human health and the environment. EPA has identified seven key priorities that help focus the work of the Agency.

EPA's environmental priorities are:
- Taking Action on Climate Change
- Improving Air Quality
- Assuring the Safety of Chemicals
- Cleaning Up Our Communities
- Protecting America's Waters
- Expanding the Conversation on Environmentalism and Working for Environmental Justice
- Building Strong State and Tribal Partnerships

Many of these priorities focus on environmental challenges, such as climate change, that require a population that is diverse, informed, environmentally literate, as well as willing and able to translate their knowledge and skills into decisions and actions that protect the environment in every community, including but not limited to minority, low income, and tribal communities. As such, we encourage proposals that reach out to a variety of communities, especially those that can be demonstrated to be more likely affected adversely (e.g., higher rates of medical problems due to environmental factors) by environmental risks than other communities. Environmental

education is an important non-regulatory tool the Agency uses to help us meet our mission. For more information on EPA's priorities, go to: http://blog.epa.gov/administrator/2010/01/12/seven-priorities-for-epas-future.

E. Statutory Authority
Section 6 of the National Environmental Education Act of 1990 (Public Law 101-619) authorizes the award of Environmental Education Grants.

F. Linkage to EPA's Strategic Plan and Expected Outputs and Outcomes

(1) Linkage to EPA's Strategic Plan. All proposals must support EPA Strategic Goal 5 (Compliance and Environmental Stewardship), Objective 5.2 (Improve Environmental Performance through Pollution Prevention and Innovation), and Sub-Objective 5.2.1 (Prevent pollution and promote environmental stewardship by government and the public). See EPA's Strategic Plan at www.epa.gov/ocfo/plan/2006/entire_report.pdf.

(2) Expected Outputs and Outcomes (See Appendix C). Recipients of these grants will implement educational projects that improve behavior through non-regulatory means and raise public awareness of actions that can be taken to promote environmental stewardship. During the evaluation process for proposals, EPA will determine if each work plan contains well-defined outputs and outcomes. Outputs and short-term outcomes must occur and be reported to EPA within the project period. Progress should at least begin on medium-term or long-term outcomes during the project period. For more detailed information on expected outputs and outcomes from environmental education grants, please see Appendix C.

G. Other Funding Opportunities
Please note that this is a very competitive grant program. Limited funding is available and not all grant proposals can be funded. If your project is not funded, you may wish to review other available grant funding opportunities on www.grants.gov or on the EE Link website for the North American Association for Environmental Education at http://eelink.net/pages/EE-Link+Introduction.

Section II. Award Information

A. Funding Type
The funding for selected projects will be in the form of a grant.

B. Number and Amount of Awards
EPA expects approximately $1,943,000 to be available for grants in amounts of a minimum of $15,000 and a maximum of $100,000. Each of EPA's 10 Regions anticipates funding a minimum of 2 grants resulting in a minimum number of grants issued to be approximately 20 grants nationwide.

C. Start Date and Length of Project Period
Proposals should plan for their projects to begin no earlier than September 1, 2011. Applicants should plan for a flexible start date since the date awards are made varies from Region to Region.

EPA will accept proposals for one or 2 year project periods, but the total funding will be the same regardless of the project period (i.e., if a 2 year project is proposed, the minimum award amount is $15,000 and the maximum is $100,000for the whole 2 years and no additional funding will be issued for the second year.) The proposal must demonstrate clearly how the project will be completed in the time frame proposed.

D. Funding and Partial Funding Provisions
EPA reserves the right to reject all proposals and make no awards under this announcement or make fewer awards than expected.

EPA also reserves the right to make additional awards under this announcement consistent with Agency policy and guidance if additional funding becomes available after the original selections are made. Any additional selections for awards will be made no later than 6 months after the original selection decisions.

In appropriate circumstances, EPA reserves the right to partially fund proposals by funding discrete portions or phases of a proposed project. If EPA decides to partially fund a proposal, it will do so in a manner that does not prejudice any applicants or affect the basis upon which the proposal, or portion thereof, was evaluated or selected for award, and therefore maintains the integrity of the competition and selection process.

E. Multiple Proposals
Applicants can submit more than one proposal under this solicitation so long as each one is for a different project and is separately submitted.

Section III. Eligibility Information

A. Eligible Applicants
Any local education agency, college or university, state education or environmental agency, nonprofit organization as described in Section 501(C)(3) of the Internal Revenue Code, or a noncommercial educational broadcasting entity as defined and licensed by Federal Communications Commission may submit a proposal. Applicant organizations must be located in the United States or territories and the majority of the educational activities must take place in the United States; or in the U.S. and Canada or Mexico; or in U.S. Territories. A teacher's school district, an educator's nonprofit organization, or a faculty member's college or university may apply, but an individual teacher or faculty member may not apply.

"Tribal education agencies" that are eligible to apply include a school or community college which is controlled by an Indian tribe, band, or nation, which is recognized as eligible for special programs and services provided by the United States to Indians because of their status as Indians and which is not administered by the Bureau of Indian Affairs. Tribal organizations do not qualify unless they meet that criteria or the non-profit criteria listed above. The terms for eligibility are defined in Section 3 of the Act and 40 CFR 47.105.

B. Matching Funds
Non-federal matching funds of at least 25% of the total cost of the grant project are required for awards made under this announcement. The matching requirement is explained in detail in Section IV(C)(4) under Budget and Non- Federal Match. In order to ensure you meet the match requirement, divide the total cost of the project, including the minimum 25% match, by 4. For example, if the total cost of your project is $100,000 then your match must be a minimum of $25,000 and your request from EPA would be $75,000. (Some applicants find it easier to divide the dollar amount they are requesting from EPA by 3 in order to figure their required match; e.g., if you are asking for $75,000 from EPA to fund your project, then you must have a match of $25,000, or $75,000 divided by 3). Please see Section IV(C)(4) for additional examples of minimum matches. In order to be eligible for funding consideration, proposals must demonstrate how the applicant will meet the match requirement if it is selected for award.

C. Threshold Eligibility Criteria
Proposals must meet the following threshold criteria to be eligible for funding consideration under this solicitation. **Failure to meet any of the following criteria in the proposal will result in automatic disqualification of the proposal for funding consideration.** Ineligible applicants will be notified within 15 calendar days of the determination that they are ineligible based on threshold criteria.

(1)   a. Proposals must substantially comply with the application submission instructions and requirements set forth in Section IV of this announcement or else they will be rejected. Where a page limit is specified in Section IV for the work plan, pages in excess of the page limitation will not be reviewed.

        b. Proposals must be submitted electronically through www.grants.gov or postmarked by 11:59 pm, May 2, 2011 in order to be considered for funding.

        c. Applications submitted electronically or postmarked after the submission deadline will be considered late and returned to the sender without further consideration unless the applicant can clearly demonstrate that it was late due to EPA mishandling or because of technical problems associated with www.grants.gov. Applicants should confirm receipt of their proposal with the appropriate contact listed in Section VII as soon as possible after the submission deadline—failure to do so may result in your proposal not being reviewed.

(2) The applicant must be an eligible organization as described in Section III(A) above.

(3) The applicant must demonstrate how it will meet the non-federal match as required in Section III(B) above.

(4) The amount requested from EPA must be no less than a minimum of $15,000 and no more than a maximum of $100,000. Proposals for less than $15,000 or more than $100,000 will be rejected.

(5) All proposals must be for projects that satisfy the definition of "environmental education" as defined under Section I(B).

(6) All proposals must address at least one of the educational priorities listed in Section I(C).

(7) All proposals must address at least one of the EPA's environmental priorities listed in Section I(C).

(8) Proposals must be for projects that have not been previously awarded by EPA's EE program to the applicant, and a statement to this effect must be included in the first paragraph of the Project Summary. Grantees currently or previously funded by EPA's EE grant program who are interested in applying under this solicitation must list all of those previously funded projects, clearly labeled as "EPA EE Grants", in the Past Performance section of their proposal.

(9) Applicants can submit more than one proposal under this solicitation so long as each one is for a different project and is separately submitted.

D. Ineligible Activities
Environmental education funds cannot be used for:

(1) Technical training of environmental management professionals;

(2) Environmental "information" and/or "outreach" projects that have no additional educational component, as described in Section I(B);

(3) Advocacy promoting a particular point of view or course of action;

(4) Lobbying or political activities as defined in OMB Circulars A-21 www.whitehouse.gov/omb/circulars/a021/a021.html, A-87 www.whitehouse.gov/omb/circulars/a087/a087-all.html, and A-122 www.whitehouse.gov/omb/circulars/a122/a122_2004.html.

(5) Non-educational research and development; or

(6) Construction projects–EPA will not fund construction activities such as the acquisition of real property (e.g., buildings) or the construction or modification of any building.

Proposals that contain ineligible activities may be removed from consideration for funding depending on the extent to which the proposal contains the ineligible activities.

Section IV. Application and Submission Information

A. Submission Requirements
Please follow the instructions below and do not submit additional items or forms. **Please do not refer to websites or online tools in your proposal as the reviewers will evaluate only the materials provided in the application. This solicitation notice describes all the information and forms necessary to prepare a complete proposal package, as well as a description of the review process that will be used in each EPA Region and the criteria and point system**

under which your proposal will be reviewed and ranked (see Section V). If an applicant is selected as a finalist after the evaluation process is concluded, EPA will provide them with additional federal forms and any other information and instructions needed to complete the process.

Note: Grantees currently or previously funded by EPA's EE grant program who are interested in applying under this solicitation must state that the proposal they submit is for a different project than one EPA has already funded for this applicant. See Section III(C)(8).

Applicants have the option to submit their proposals in *one of two ways:* (1) hard copy; or (2) electronically through www.grants.gov. Regardless of the option chosen, applicants must submit the information described below. If you wish to apply with hard copy (paper) submission, please follow the instructions below for "Hard Copy Submission" and go to the environmental education website www.epa.gov/education/grants.html where you can access and print the two required federal forms. If you wish to apply electronically via www.grants.gov, please follow the instructions in Appendix D for "Electronic Submission". Note that registration for www.grants.gov can take a week or longer. Further detailed instructions are available on www.grants.gov and can be downloaded.

Hard Copy Submission: Applicants choosing to submit applications in hard copy must submit **an original and two copies** of the proposal materials described below (by mail or express delivery service) to the Regional Office in which the project will be located. The 10 EPA Regional Offices and the EE contacts in them are listed in Section VII (Agency Contacts). The original, signed package must be postmarked **by 11:59 pm, May 2, 2011**.

B. Format of Proposal Submission

The required contents of the proposal package are described in detail below. The entire narrative portion of the Work Plan (which includes the Project Summary, Project Description, and Project Evaluation) shall not exceed 7 single-spaced pages.

"One page" refers to one side of a single-spaced typed page. The pages must be letter-sized (8 ½ X 11 inches). The Detailed Budget and Appendices (i.e., Timeline, Logic Model, Technical Expertise/Qualifications, and Partnership Commitment Letters) are not included in the page limit.

C. Contents of Submission

Checklist of Items to Submit: A complete proposal package must contain all of the information outlined below (**original and 2 copies** of each, if submitting a hard copy application). Please also refer to the additional instructions provided under "Instructions" below. Also, please see Appendix B -- Checklist for Proposal.

(1) Standard Form (SF) 424, Application for Federal Assistance
(2) SF 424A Budget Information
(3) Work plan (not to exceed 7 single spaced pages total):
    (a) Project summary (recommended not to exceed 1 page);
    (b) Project description;

(c) Project evaluation;
(4) Detailed budget (not included in page limit)
(5) Appendices (not included in page limit):
    (a) Timeline;
    (b) Logic model;
    (c) Programmatic capability and past performance; and
    (d) Partnership letters of commitment (only if you have partner organizations making a commitment to the project – please NO letters of endorsement or recommendation)

Instructions:
(1) Standard Form (SF) 424 – Application for Federal Assistance. Complete the form. Refer to Appendix A for additional instructions.

(2) Standard Form (SF) 424A – Budget Information. Complete only Section B with the EPA funds and matching funds in separate columns and with the totals in column 5. Do **not** complete Section A, C, D, E or F of this form. Refer to Appendix A for additional instructions.

NOTE: The two federal forms required are available online at www.epa.gov/education/grants_apply.html and the website also has examples of completed forms. You can key in your data and budget information on the online forms and print a hard copy (and print or make 2 additional copies) to be submitted by mail or delivery service with your proposal if you choose to submit hard copies rather than electronically through www.grants.gov. Only finalists will be asked to submit additional federal forms necessary to process a federal grant.

(3) Work Plan. A work plan describes your proposed project. The work plan (and the appendices described below as applicable) must address the requirements in Section I of this solicitation as well as any applicable threshold eligibility requirements in Section III and the evaluation criteria in Section V. Grant reviewers look at many proposals when scoring them, and providing your information in the order listed prevents information from being overlooked. The work plan and budget will be scored based on the ranking factors identified in Section V. The work plan must not exceed 7 single-spaced pages total; excess pages will not be reviewed.

(a) Project Summary: Provide a recommended one page overview of your entire project in the following format.

(i) Organization and Partnerships: Briefly describe: 1) your organization, 2) who will manage and implement your project, and 3) list your key partners for this grant, if applicable. Partnerships are encouraged and considered a contribution to the success of projects. (Note: Letters of Commitment from your partners must be included with your application.) Full details about your organization and staff will be in an appendix.

(ii) Summary: Provide a concise statement that your organization is not currently receiving and has not previously received funding for this project from EPA's EE Grant Program. (Note: Grantees currently or previously funded by EPA's EE grant program who are interested in

applying under this solicitation also must list all of those previously funded projects, clearly labeled as "EPA EE Grants", in the Past Performance section of their proposal.)

Next, briefly explain the need for your project, its goals and objectives, and how it meets the definition of environmental education given in Section I(B). In addition, identify the educational priority or priorities listed in Section I(C) that your project addresses, as well as how your project addresses one or more of EPA's environmental priorities listed in Section I(C). (Note: If your project also addresses one or more environmental issues not identified as an EPA priority, describe those here as well.)

Your summary should use ordinary terms to provide reviewers with an understanding of the purpose and expected outcomes of your project. A person unfamiliar with your project should be able to read this paragraph and understand your plan.

(iii) Delivery Method: Explain how you will reach your audience, such as workshops, field trips, interactive programs, conferences, etc.

(iv) Audience: Describe the demographics of your target audience including the number and types you expect to reach, such as educators and students and specific grade levels. One important priority for EPA is expanding the conversation on environmentalism by reaching a variety of audiences. Where appropriate, describe how the project will reach diverse communities, including but not limited to minority, low income and tribal communities.

(v) Costs: List the types of expenses on which you will spend the **EPA portion** of the grant funds.

(b) Project Description: Describe precisely what your project will achieve, using the following headings – what, why, how, and who. Explain each aspect of your proposal clearly and address each topic below. If you choose to reorder the following paragraphs, include the headings below or you risk the possibility of information being overlooked when the project is scored. Please address all of the following to ensure that grant reviewers can fully comprehend and evaluate your proposal.

(i) What: (1) Identify the educational priority or priorities your project will be addressing and why. Educational priorities are defined under Section I(C). (2) Identify the environmental issue(s) you will be addressing, and explain why you have chosen this issue, including why this issue is important to your specific audience. Examples of environmental issues include air quality, water quality, greenhouse gas emissions and climate change, chemical risks, and hazardous waste. (3) Identify the EPA environmental priority or priorities you will address. EPA environmental priorities are defined under Section I(C). (4) Explain the goals of your project. What are you trying to achieve? (5) Explain how your project will increase environmental stewardship as defined in Section I.

NOTE: Your project may address more than one environmental issue and/or educational/EPA priority. However, it is important to be clear about where your focus will be.

(ii) Why: Explain the need for your project. Why are you proposing this project? Cite studies or sources, where appropriate, that verify the need for your project.

(iii) How: Explain how you will reach your goals and objectives. Clearly explain how you will achieve your expected outputs and outcomes including those described in the Appendix. This includes clearly identifying your activities as well as the materials and delivery methods that will be used. (Please see the information provided in the online FAQs at **www.epa.gov/education/grants.html** about developing, evaluating, and selecting educational materials to be used as part of your proposal.) Clarify for the reviewers how you will complete all basic steps of your project from beginning to end. Do not omit steps that lead up to or follow the actual delivery methods (e.g., if you plan to make a presentation about your project at a local or national conference, specify where).

(iv) Who: Identify your target audience and the numbers to be reached. Discuss the needs of that audience and why you have chosen to target them. Also, *explain your recruitment plan* to attract your target audience, and identify incentives to be used such as teacher stipends or continuing education credits. An important priority for EPA is expanding the conversation on environmentalism by reaching a variety of audiences. Proposals should be clear as to how they will reach a variety of audiences, including but not limited to minority, low income, and tribal communities.

(v) Project Uniqueness: Explain if and to what extent your project will be innovative; e.g., contribute a new or significantly improved method or activity to the field of EE, have potential for wide application and/or sustainability, could serve as a model for others, and/or find a way to use funding, materials and human resources creatively and effectively.

(c) Project Evaluation: In this section, you must explain your plans for meeting the goals and objectives of your project and for tracking and measuring your progress towards achieving the expected outputs and short-term outcomes. If your medium- and long-term outcomes can also be measured within the project period, explain your plans for that evaluation as well. For additional information on project outputs and outcomes, please refer to Appendix C. Evaluation plans may be quantitative and/or qualitative and may include, for example, evaluation tools, observation, or outside consultation. Pre- and post-training questionnaires are recommended to determine if your performance measures for learning are being satisfied. If funded by EPA, grant recipients must be willing to report evaluation results to EPA. Please be sure to include project evaluation activities in your timeline of activities explained in section IV(C)(5) below. For additional guidance on project evaluation please see http://meera.snre.umich.edu which is a website partially supported with EPA funds to assist educators and others in evaluating their educational projects.

Please note: Section I (F)(1) above explains that all EE grants must support the EPA Strategic Plan. In addition, all EPA grants must result in improved environmental results over time.

(4) Budget and Non-Federal Match. Create a detailed budget table with three columns titled "EPA Funds, "Non-EPA Funds, and "Total" to show how EPA funds and non-federal matching funds will be used. Make sure you demonstrate how you will meet the non-Federal match

requirement described in Section III of this solicitation. In the detailed budget, use the same order and headings listed on the Budget Form 424A. These cost categories are: personnel/salaries; fringe benefits; travel; equipment over $5000; supplies; contract costs; other costs; and indirect costs, where appropriate, since not all applicants will use every cost category. Provide details for each expense, such as personnel (number of staff, title or role in project, hourly wage, and percentage of time spent on project), travel (reasons for travel, costs and locations of trips, and costs per mile for travel and per diem per person), and supplies (provide categories and detailed listings according to the project tasks in which they will be used). Make sure you factor in the costs for all proposed activities and clarify which will be paid by EPA or will be paid by matching funds. (See Appendix A, Instructions for the SF424 Application, which includes instructions for preparing a detailed budget.)

Please note the following funding restrictions:

-- Applicants are generally allowed to include indirect costs; such as expenses for rent, supplies and other administrative and office support costs on the "indirect costs" line of their proposed budget as long as they have a federally approved/negotiated indirect cost rate agreement in place. Organizations without a federally approved/negotiated indirect cost rate agreement MUST submit an indirect cost rate proposal to their cognizant Federal agency (with copy to EPA if EPA is not the cognizant agency) for approval within 90 days of the date of being awarded a grant if they wish to be reimbursed for indirect costs. Please note: recipients are not allowed to seek reimbursement for indirect costs until an approved indirect cost rate is obtained. To find more information on indirect cost rate agreements, go to www.aqd.nbc.gov/indirect/indirect.asp.

-- If you anticipate earning program income as a result of your EPA award, show the estimated amount, explain how it is to be earned (the source of income), and how it will be used to enhance your project. <u>When you do use program income on your project, it is important that you include the amount in your detailed budget.</u>

-- EPA's EE Grant Program will not fund the acquisition of real property (including buildings) or the construction or modification of any building. EPA may, however, fund activities such as creating a nature trail with educational signs or building a bird watching station, as long as these items are an integral part of the environmental education project, and the cost is a relatively small percentage of the total amount federal funds requested.

-- Funds for salaries and fringe benefits may be requested only for those personnel who are directly involved in implementing the proposed project and whose salaries and fringe benefits are directly related to specific products or outcomes of the proposed project. EPA strongly encourages applicants to request reasonable amounts of funding for salaries and fringe benefits to ensure that your proposal is competitive.

Matching Funds Explanation: Non-federal matching funds must be at least 25% of the total cost of the project. The match must be for allowable costs and may be provided by the applicant or a partner organization or institution. The match may be provided in cash or by in-kind contributions and other non-monetary support. In-kind contributions often include salaries or other verifiable costs such as supplies/materials, and this value must be carefully documented. In

the case of salaries, applicants may use fair market value for the locale. If the match is provided by a partner organization, the applicant is still responsible for proper accountability and documentation. All grants are subject to federal audit.

IMPORTANT: The required matching non-federal share is 25% of the ENTIRE cost of the project. To calculate 25% of the entire cost of the project, calculate how much you will spend on the entire project from beginning to end, including both federal funds and your own funds, and divide this amount by 4. The amount resulting will be the amount you will need to contribute to the project as the minimum match. For example, if the total cost of the project is $100,000, divide this amount by 4, which equals $25,000. Your match needs to be at least $25,000 and the amount you request from EPA would be $75,000. (Some applicants find it easier to calculate their match requirement by dividing the amount of federal funds they are requesting by 3; e.g., if you are requesting $75,000 from EPA then your match requirement is $25,000.) Please see the chart below for additional examples of the minimum match required.

Amount of EPA Request	Minimum Match	Total Project Cost
$100,000 maximum request	$33,333	$133,333
$60,000	$20,000	$80,000
$30,000	$10,000	$40,000
$15,000 minimum request	$5,000	$20,000

Other Federal Funds: You may not use any federal funds to meet any part of the required 25% match described above, unless it is specifically authorized by statute. If you have already been awarded federal funds for a project for which you are seeking additional support from this grant program, you must indicate those funds in the budget section of the work plan. You must also identify the project officer, agency, office, address, phone number, and the amount of the federal funds.

(5) Appendices. Appendices provide information on your timeline, logic model, expertise/qualifications, past performance and programmatic capability and any partnerships with other organizations.

(a) **Timeline** – Include a "timeline" to link your activities to a clear project schedule and indicate at what point over the months of your budget period each action, event, milestone, product development, and evaluation will occur. Please ensure that you have realistic goals and will use effective methods to reach them.

(b) **Logic Model** – Provide a graphic to display the outputs and outcomes developed through the project. An example of a basic logic model is attached in Appendix C of this document. Our website has a basic logic model where you can enter your data and print a copy to submit with a proposal (www.epa.gov/education/grants.html). Refer to Appendix C for additional instructions and information on outputs and outcomes.

(c) **Programmatic Capability and Past Performance** – Attach a description of your programmatic capabilities and ability to successfully implement and manage the proposed

project including staff expertise/qualifications, staff knowledge, and resources or the ability to obtain them to successfully achieve the goals of the project, and your organizational experience and past history in performing tasks similar to the proposed project. Include a paragraph describing the qualifications of each of the key personnel conducting the project. If you send resumes for the key personnel conducting the project, please keep them to a maximum of 3 one-page resumes. Also include a plan for how you will timely and successfully achieve the objectives of your project.

Please also submit a list of federally funded assistance agreements (assistance agreements include Federal grants and cooperative agreements but not Federal contracts) similar in size, scope and relevance to the proposed project that your organization performed within the last three years (no more than 5 agreements, and preferably EPA agreements) and describe (i) whether, and how, you were able to successfully complete and manage those agreements and (ii) your history of meeting the reporting requirements under those agreements including whether you adequately and timely reported on your progress towards achieving the expected outputs and outcomes of those agreements (and if not, explain why not) and whether you submitted acceptable final technical reports under the agreements. In evaluating applicants under these factors in Section V, EPA will consider the information provided by the applicant and may also consider relevant information from other sources, including information from EPA files and from current/prior grantors (e.g., to verify and/or supplement the information provided by the applicant). If you do not have any relevant or available past performance or past reporting information, please indicate this in the proposal and you will receive a neutral score for these factors (a neutral score is half of the total points available in a subset of possible points). If you do not provide any response for these items, you may receive a score of 0 for these factors.

Note: If you currently are receiving or have previously received grant funds from EPA's EE Grant program, you must clearly label and provide a list of those grants as "EPA EE Grants" in this section of your proposal.

(d) **Partnership Letters of Commitment –** If the applicant organization has partners, such as schools, state agencies, or other organizations, letters of commitment should be included from partners **explaining their role** in and/or funding of the proposed project. If no letters are included, it will be assumed the applicant has no partners. Applicants must be aware, however, that regardless of whether they have partnership commitments, they are responsible for meeting the cost share requirement described in Section III(B) of the announcement. Partnerships are encouraged because of the strength and depth they usually add to a project. If an applicant does not have partners for this project, the proposal should be clear about how the project will be completed effectively without partners.

Note: Do **not** include letters of endorsement or recommendation or have letters mailed in later. Regardless of the source, letters of endorsement or recommendation will **not** be considered in evaluating proposals. Please do not submit other appendices or attachments.

D. Submission Deadline

Due Date – Proposal packages must be postmarked or submitted electronically through www.grants.gov by May 2, 2011, 11:59 pm in order to be considered for review.

E. Pre-proposal/Application Assistance and Communications

In accordance with EPA's Assistance Agreement Competition Policy (EPA Order 5700.5A1), EPA staff will not meet with individual applicants to discuss draft proposals, provide informal comments on draft proposals, or provide advice to applicants on how to respond to ranking criteria. Applicants are responsible for the contents of their applications/proposals. However, consistent with the provisions in the announcement, EPA will respond to questions from individual applicants regarding threshold eligibility criteria, administrative issues related to the submission of the proposal, and requests for clarification about the announcement.

At least two conference calls will be conducted by EPA staff to answer questions about this solicitation notice from potential applicants. Please go to www.epa.gov/education/grants.html for announcements of dates/times and call-in numbers, or to sign up to be on an email list for notifications of dates/times and call-in numbers for the calls.

Answers to frequently asked questions about this program will be listed on the website (http://www.epa.gov/education/grants_apply.html). For information on whom to contact, please see Section VII of this announcement. Email inquiries only.

F. Contracts and Subawards

Applicants that plan on using project funds for contracting or subawards must comply with the following requirements.

EPA awards funds to one eligible applicant as the recipient even if other eligible applicants are named as partners or co-applicants or members of a coalition or consortium. The recipient is accountable to EPA for the proper expenditure of funds.

Funding may be used to provide subgrants or subawards of financial assistance, which includes using subawards or subgrants to fund partnerships, provided the recipient complies with applicable requirements for subawards or subgrants including those contained in 40 CFR Parts 30 or 31, as appropriate. Applicants must compete contracts for services and products, including consultant contracts, and conduct cost and price analyses, to the extent required by the procurement provisions of the regulations at 40 CFR Parts 30 or 31, as appropriate. The regulations also contain limitations on consultant compensation. Applicants are not required to identify subawardees/subgrantees and/or contractors (including consultants) in their proposal/application. However, if they do, the fact that an applicant selected for award has named a specific subawardee/subgrantee, contractor, or consultant in the proposal/application EPA selects for funding does not relieve the applicant of its obligations to comply with subaward/subgrant and/or competitive procurement requirements as appropriate. Please note that applicants may not award sole source contracts to consulting, engineering or other firms assisting applicants with the proposal solely based on the firm's role in preparing the proposal/application.

Successful applicants cannot use subgrants or subawards to avoid requirements in EPA grant regulations for competitive procurement by using these instruments to acquire commercial services or products from for-profit organizations to carry out its assistance agreement. The nature of the transaction between the recipient and the subawardee or subgrantee must be consistent with the standards for distinguishing between vendor transactions and subrecipient assistance under Subpart B Section .210 of OMB Circular A-133 , and the definitions of subaward at 40 CFR 30.2(ff) or subgrant at 40 CFR 31.3, as applicable. EPA will not be a party to these transactions. Applicants acquiring commercial goods or services must comply with the competitive procurement standards in 40 CFR Part 30 or 40 CFR Part 31.36 and cannot use a subaward/subgrant as the funding mechanism.

Section V of the announcement describes the evaluation criteria and evaluation process that will be used by EPA to make selections under this announcement. During this evaluation, except for those criteria that relate to the applicant's own qualifications, past performance, and reporting history, the review panel will consider, as appropriate and relevant, the qualifications, expertise, and experience of: (i) an applicant's named subawardees/subgrantees identified in the proposal/application if the applicant demonstrates in the proposal/application that if it receives an award that the subaward/subgrant will be properly awarded consistent with the applicable regulations in 40 CFR Parts 30 or 31. For example, applicants must not use subawards/subgrants to obtain commercial services or products from for profit firms or individual consultants. (ii) an applicant's named contractor(s), including consultants, identified in the proposal/application if the applicant demonstrates in its proposal/application that the contractor(s) was selected in compliance with the competitive Procurement Standards in 40 CFR Part 30 or 40 CFR 31.36 as appropriate. For example, an applicant must demonstrate that it selected the contractor(s) competitively or that a proper non-competitive sole-source award consistent with the regulations will be made to the contractor(s), that efforts were made to provide small and disadvantaged businesses with opportunities to compete, and that some form of cost or price analysis was conducted. EPA may not accept sole source justifications for contracts for services or products that are otherwise readily available in the commercial marketplace.

EPA will not consider the qualifications, experience, and expertise of named subawardees/subgrantees and/or named contractor(s) during the proposal/application evaluation process unless the applicant complies with these requirements.

G. Confidential Business Information
In accordance with 40 CFR 2.203, applicants may claim all or a portion of their proposal as confidential business information. EPA will evaluate confidentiality claims in accordance with 40 CFR Part 2. Applicants must clearly mark proposals or portions of proposals they claim as confidential. If no claim of confidentiality is made, EPA is not required to make the inquiry to the applicant otherwise required by 40 CFR 2.204(c)(2) prior to disclosure. However, competitive proposals/applications are considered confidential and protected from disclosure prior to the completion of the competitive selection process.

H. Management Fees

When formulating budgets for proposals, applicants must not include management fees or similar charges in excess of the direct costs at the rate approved by the applicant's cognizant audit agency, or at the rate provided for by the terms of the agreement negotiated with EPA. These are fees added to the direct costs in order to accumulate and reserve funds for ongoing expenses, unforeseen liabilities, or for other similar costs that are not allowable under EPA grants. Management fees or similar charges may not be used to improve or expand the project funded, except to the extent authorized as a direct cost of carrying out the scope of work.

Section V. Application Review Information

A. Evaluation and Scoring

Only proposals that meet all of the eligibility criteria in Section III will be evaluated on a 100 point scale using the criteria below. Applicants should take these criteria into consideration when designing proposals and should address them directly in their proposals. *Please carefully review Section IV(C)(3-5) to ensure you address all the factors reviewers will use to rank your proposal.* The following criteria and points will be used to score eligible proposals:

(1) **Project Summary – Maximum Score: 3 points.** Under this factor proposals will be evaluated based on the extent to which the project summary clearly and completely addresses the content and format described in Section IV (C)(3)(a).

(2) **Project Description – Maximum Score: 45 points**

(i) What: Maximum Score: 10 points. Under this factor proposals will be evaluated based on the substance, clarity and completeness of the explanation of what the project will entail. Please refer to Section IV (C)(3)(b)(i) for content and format required.

(ii) Why: Maximum Score: 10 points. Under this factor proposals will be evaluated based on the substance, clarity and completeness of the explanation of the need for the project. See Section IV (C)(3)(b)(ii) for further information.

(iii) How: Maximum Score: 10 points. Under this factor proposals will be evaluated based on the substance, clarity and completeness of the explanation of how the project will accomplish its goals and objectives. See Section IV (C)(3)(b)(iii) for further information.

(iv) Who: Maximum Points: 10 points. Under this factor proposals will be evaluated based on how well the project:

- identifies the target audience, numbers reached, why they were chosen, and clearly explains the *recruitment plan,* including incentives to be used such as teacher stipends or continuing education credits. (5 points).
- reaches a diverse audience, including but not limited to minority, low income and tribal communities, and demonstrates how the project will help address environmental issues that are more likely to adversely affect the audience(s) targeted. (5 points).

(v) Project uniqueness: Maximum Score: 5 points.

- The extent to which the proposal is different from others in terms of factors such as innovation (e.g., to what degree the project introduces a new or significantly improved EE practice, method or technique); creative use of resources; or wide applicability or sustainability of the project after the project period ends. (5 points)

(3) **Project Evaluation** – **Maximum Score: 10 points.** Under this factor proposals will be evaluated based on the substance, clarity and completeness of the explanation of how the project's success in meeting its goals and objectives will be achieved and tracked and measured. This includes evaluating the applicants plan for tracking and measuring its progress towards achieving the expected project outputs and outcomes including those in Appendix C. See Section IV(C)(3)(c) for more information.

(4) **Budget** – **Maximum Score: 12 points.** Under this factor, proposals will be evaluated on:

(i) How well the budget information clearly and accurately shows how funds will be used. (8 points)
(ii) Whether the funding request is reasonable given the activities proposed and provides a good return on the investment. (4 points)

(5) **Timeline, Logic Model, and Partnership Letters of Commitment** – **Maximum Score: 15 points.** Under this factor proposals will be evaluated on the extent to which they clearly and completely address the content of each of the following. Please review Section IV(C)(5) for information on what content and format is expected in each of these appendices.

(i) Timeline: The timeline links the activities to a clear project schedule and clearly indicates a realistic timeline of when each action, event, milestone, product development and evaluation will occur. (6 points)
(ii) Logic Model: The graphic displays outputs and outcomes developed through the project in accordance with the instructions and information in Appendix C. (6 points)
(iii) Partnership Letters of Commitment: Proposals will be evaluated based on the extent to which the applicant will engage with other partners to help effectively perform the project. If the applicant has partners, they should provide letters of commitment from them. If no letters of commitment are provided, it will be assumed the applicant has no partners for the project. If the applicant does not intend to have partners then it should explain how it will effectively perform the project without partners. Please do not send letters of endorsement or recommendation; they are not helpful and will not be considered. (3 points)

(6) **Programmatic Capability and Past Performance – Maximum Score: 15 points**. Under this criterion, applicants will be evaluated based on their ability to successfully complete and manage the proposed project taking into account the applicant's:
(i) past performance in successfully completing and managing the assistance agreements identified in response to Section IV(C)(5)(c) of the announcement. (2 points)

(ii) history of meeting the reporting requirements under the assistance agreements identified in response to Section IV(C)(5)(c) of the announcement including whether the applicant submitted acceptable final technical reports under those agreements and the extent to which the applicant adequately and timely reported on their progress towards achieving the expected outputs and outcomes under those agreements and if such progress was not being made whether the applicant adequately reported why not. (2 points).

(iii) organizational experience and plan for timely and successfully achieving the objectives of the proposed project. (5 points).

(iv) staff expertise/qualifications, staff knowledge, and resources or the ability to obtain them, to successfully achieve the goals of the proposed project. (6 points)

Note: In evaluating applicants under items i and ii of this criterion, the Agency will consider the information provided by the applicant and may also consider relevant information from other sources including agency files and prior/current grantors (e.g., to verify and/or supplement the information supplied by the applicant). If you do not have any relevant or available past performance or past reporting information, please indicate this in the proposal and you will receive a neutral score for these subfactors (items i and ii above-a neutral score is half of the total points available in a subset of possible points). If you do not provide any response for these items, you may receive a score of 0 for these factors.

Note: If you have received or are receiving grant funds from EPA's EE Grant program, you must clearly label those as "EPA EE Grants" when responding to item i in this criterion in order for the Agency to evaluate whether this proposal satisfies the threshold eligibility as a project not previously funded by this program.

B. Review and Final Selections

The review process to be used by the 10 EPA Regional Offices is described below.

All eligible proposals will be evaluated on the 100 point scale described in Section V(A) above by a review panel that includes one or more teams consisting of EPA staff and/or external peer reviewers approved by EPA. Proposals will be ranked based on the reviewers' scores, and the scores and rankings will be provided to the EPA Regional Selection Official(s) for final funding decisions. In addition to providing the rankings and scores to the Selection Officials, EPA staff will also brief the Selection Official(s) on the variety and range of educational and EPA priorities, environmental issues, geographic areas, and audiences that appear in the ranked proposals—and as noted below the Selection Official(s) may consider this information in making the final decisions.

Final funding selection decisions will be made by the Selection Official in each Regional Office based on the rankings by the evaluation team, and may also take into account the factors identified above in order to ensure an efficient and effective use of federal funds that includes a variety and range of educational and EPA priorities, environmental issues, geographic areas, and audiences.

Section VI. Award Administration Information

A. Notification to Applicants
Applicants will receive a confirmation that EPA has received their proposal after EPA has entered information about all proposals into a database. The 10 EPA Regional offices operate independently, so specific dates are not available for when EPA will contact the highest scoring finalists to request additional federal forms and other information as recommended by reviewers and send non-selection notification to the others. Non-selection (rejection) notification will be sent within 15 calendar days after a decision of non-selection. If selected for a grant, an award package will be mailed to the recipient organization explaining the responsibilities of the grantee. **Notification of receipt of applications, as well as selection and non-selection notification will be sent to the individual identified on line #21 of the SF424.**

B. Administrative and National Policy Requirements
The Environmental Education Grant Program Regulations provide additional information on EPA's administration of this program (57 FR 8390; Title 40 CFR, part 47). Also, EPA's general assistance regulations at 40 CFR Part 31 apply to state, local, and Indian tribal governments and 40 CFR Part 30 applies to all other applicants such as nonprofit organizations. A listing and description of general EPA Regulations applicable to the award of assistance agreements may be viewed at: www.epa.gov/ogd/AppKit/applicable_epa_regulations_and_description.htm.

Executive Order 12372, Intergovernmental Review of Federal Programs may be applicable to awards, resulting from this announcement. Applicants selected for funding may be required to provide a copy of their proposal to their State Point of Contact (SPOC) for review, pursuant to Executive Order 12372, Intergovernmental Review of Federal Programs. This review is not required with the Initial Proposal and not all states require such a review.

Non-profit applicants that are recommended for funding under this announcement are subject to pre-award administrative capability reviews consistent with Section 8b, 8c and 9d of EPA Order 5700.8 - Policy on Assessing Capabilities of Non-Profit Applicants for Managing Assistance Awards (www.epa.gov/ogd/grants/award/5700_8.pdf). In addition, non-profit applicants that qualify for funding may, depending on the size of the award, be required to fill out and submit to the Grants Management Office the Administrative Capabilities Form with supporting documents contained in Appendix A of EPA Order 5700.8.

C. Central Contractor Registration (CCR) and Data Universal Numbering System (DUNS) Requirements
Unless exempt from these requirements under OMB guidance at 2 CFR Part 25 (http://ecfr.gpoaccess.gov/cgi/t/text/text-idx?c=ecfr&sid=65430b8cd60ba715d7bbf033c2c00425&rgn=div5&view=text&node=2:1.1.1.4.1&idno=2) (e.g., individuals), applicants must:

(1) Be registered in the CCR prior to submitting an application or proposal under this announcement. CCR information can be found at https://www.bpn.gov/ccr/;

(2) Maintain an active CCR registration with current information at all times during which it has an active Federal award or an application or proposal under consideration by an agency, and

(3) Provide its DUNS number in each application or proposal it submits to the agency. Applicants can receive a DUNS number, at no cost, by calling the dedicated toll-free DUNS Number request line at 1-866-705-5711, or visiting the D&B website at: http://www.dnb.com.

If an applicant fails to comply with these requirements, it will, should it be selected for award, affect their ability to receive the award.

D. Subaward and Executive Compensation Reporting
Applicants must ensure that they have the necessary processes and systems in place to comply with the sub-award and executive total compensation reporting requirements established under OMB guidance at 2 CFR Part 170, unless they qualify for an exception from the requirements, should they be selected for funding.

E. Progress Reports and Work Products
Specific financial, technical, and other reporting requirements to measure the grant recipient's progress will be identified in the EPA grant award agreement. Grant recipients must submit periodic formal progress reports, as instructed in the award agreement. Also, two copies of a Final Technical Report and two copies of all work products must be sent to the EPA project officer within 90 days after the expiration of the project period.

F. Disputes
Assistance agreement competition-related disputes will be resolved in accordance with the dispute resolution procedures published in 70 FR (Federal Register) 3629, 3630 (January 26, 2005) located on the web at: www.epa.gov/ogd/competition/resolution.htm. Copies of these procedures may also be requested by contacting the person or persons listed in Section VII of this announcement.

G. Unliquidated Obligations
An applicant that receives an award under this announcement is expected to manage assistance agreement funds efficiently and effectively and make sufficient progress toward completing the project activities described in the work-plan in a timely manner. The assistance agreement will include terms/conditions implementing this requirement.

Section VII. Agency Contacts

A. Internet: www.epa.gov/education/grants.html
Please visit our website where you can view or download: federal forms, a basic logic model template, "Tips for Developing Successful Grant Applications" (www.epa.gov/education/granttips.html), descriptions of projects funded under this program in each state, Frequently Asked Questions (www.epa.gov/education/grants_faq.html), and other education links and resource materials. The "Excellence in EE" series of publications listed at www.epa.gov/education/eepubsEPA.htm#guidelines includes guidelines for: developing and

evaluating educational materials; the initial preparation of environmental educators; and using environmental education in grades K-12 to support state and local education reform goals.

B. Notification of Future Environmental Education Grant Cycles
If you wish to be notified when the next Solicitation Notice is issued, you should visit our website (www.epa.gov/education/grants.html) where you can log in for notification of a new notice.

Mailing Addresses and Information

Applicants who need clarification about specific requirements in this Solicitation Notice may contact their EPA Regional Office listed below or the Office of Environmental Education in Washington, D.C.

Applications submitted in hard copy should be sent via U.S. Postal Service, express mail (such as FedEx and UPS), or courier service to the Regional Office where the proposed project will be located. See below for complete address information for Regional Offices. (*NOTE*: EPA cannot be responsible for applications sent to the wrong address.)

U.S. EPA Regional Offices

All proposals must be mailed to the U.S. EPA Regional Office where the project will be located.

Information given to applicants in response to inquiries is solely for the purpose of clarifying specific requirements in this Solicitation Notice. Email inquiries only.

Please check our Frequently Asked Questions online at www.epa.gov/education/grants.html before contacting a Region or Headquarters with a question.

Also please check our website at www.epa.gov/education/grants.html for announcements of dates, times and call-in numbers for conference calls that will be held by EPA's EE program to answer potential applicants' questions. You can also go to the same site to sign up for notifications about the calls.

EPA Region I – CT, ME, MA, NH, RI, VT

Mail proposals to:	**Information:**
Kristen Conroy	Kristen Conroy
U.S. EPA, Region 1	conroy.kristen@epa.gov
Environmental Education	
5 Post Office Square, Mail Code ORA-01-1	
Boston, MA 02109-3912	

EPA Region II -- NJ, NY, PR, VI

Mail proposals to: **Information:**
Terry Ippolito   Teresa (Terry) Ippolito
U.S. EPA, Region 2   ippolito.teresa@epa.gov
Environmental Education, 26th Floor
290 Broadway
New York, NY 10007-1866

EPA Region III -- DC, DE, MD, PA, VA, WV

Mail proposals to: **Information:**
Kathleen Kirkland   Kathleen Kirkland
U.S. EPA, Region 3   kirkland.kathleen@epa.gov
Environmental Education Grants (3PA00)
1650 Arch Street
Philadelphia, PA 19103-2029

EPA Region IV -- AL, FL, GA, KY, MS, NC, SC, TN

Mail proposals to: **Information:**
Kathy Armstrong   Kathy Armstrong
U.S. EPA, Region 4   armstrong.kathy@epa.gov
Environmental Education
Office of Public Affairs
61 Forsyth Street, S.W.
Atlanta, GA 30303

EPA Region V – IL, IN, MI, MN, OH, WI

Mail proposals to: **Information:**
Megan Gavin   Megan Gavin
U.S. EPA, Region 5   gavin.megan@epa.gov
Environmental Education (AT-18J)
77 West Jackson Boulevard
Chicago, IL 60604

EPA Region VI -- AR, LA, NM, OK, TX

Mail proposals to: **Information:**
Bonnie King   Bonnie King
U.S. EPA, Region 6   king.bonita@epa.gov
Office of External Affairs (6XA-A)
1445 Ross Avenue
Dallas, TX 75202

EPA Region VII -- IA, KS, MO, NE

Mail proposals to:
Denise Morrison
U.S. EPA, Region 7
Environmental Education
Office of Public Affairs
901 N. 5th Street
Kansas City, KS 66101

Information:
Denise Morrison
morrison.denise@epa.gov

EPA Region VIII -- CO, MT, ND, SD, UT, WY

Mail proposals to:
Wendy Dew
U.S. EPA, Region 8
Environmental Education
1595 Wynkoop Street
Denver, CO 80202-1129

Information:
Wendy Dew
dew.wendy@epa.gov

EPA Region IX -- AZ, CA, HI, NV, American Samoa, Guam, Marianas Islands

Mail proposals to:
Julie Anderson
U.S. EPA, Region 9
Environmental Education (OPA-2)
75 Hawthorne Street
San Francisco, CA 94105

Information:
Julie Anderson
anderson.julie@epa.gov

EPA Region X -- AK, ID, OR, WA

Mail proposals to:
Sally Hanft
U.S. EPA, Region 10
Environmental Education
Public Environmental Resource Center
1200 Sixth Avenue, Suite 900 (ETPA-086)
Seattle, WA98101

Information:
Sally Hanft
hanft.sally@epa.gov

U.S. EPA Headquarters – For clarification about specific requirements in this Solicitation Notice only. (Note: Email inquiries only. Please do not mail applications to EPA Headquarters).

Information:
Environmental Education Grant Program
Office of Environmental Education
Karen Scott (EEgrants@epa.gov)

Appendix A – Federal Forms and Instructions

Instructions For the SF 424-Application

This is a standard Federal form to be used by applicants as a required face sheet for the Environmental Education Grants Program.

Instructions for Completing the SF 424 – Application for Federal Assistance (an interactive PDF version of this form is available online at www.epa.gov/education/grants.html**.**

1.   Select "Application."

2.   Select "New."

3.   Leave blank.

4.   Leave blank.

5.   a. Leave blank.

        b. Leave blank.

6.   Leave blank.

7.   Leave blank.

8.   a. Enter the legal name of the applicant **organization**.

        b. Enter the Employee/Taxpayer Identification Number as assigned by the Internal Revenue Service (IRS).

        c. Enter the DUNS number of the application organization.

        d. Enter the address (including street, city, state, and zip code) of the applicant organization.

        e. Enter information as appropriate.

        f. Enter the name, telephone number, fax, and e-mail address of the person to be contacted on matters involving this application.   Middle name and suffix are optional.

9.   Enter the appropriate letter to identify the applicant organization.   If a not-for-profit organization, the organization must be categorized as a 501(c)(3) by the IRS to be eligible for this grant program.

10.   Enter "Environmental Protection Agency."

11.   Enter "66.951."

12.   Enter "EPA-EE-11-02."

13.   Leave blank.

14.   List only the major areas affected by the project.

15.   Enter the title of the project for which you are applying (**brief title** such as "Students Save the Stream")

16.   a. List the Congressional District where the applicant organization is located.

b. List the Congressional District(s) affected by the project. If the project affects an entire state, enter "STATEWIDE."

To identify the appropriate Congressional District, go to www.house.gov/.

17. Enter the project start and end dates for the project (e.g., 09/01/11 to 08/30/12).

18.   Enter the amount of funding requested or to be contributed during the funding/budget period.

a. Enter the amount of money you are requesting from EPA.

b. Enter the amount of money the application organization is contributing.

c. Enter the amount of money a state organization is contributing, as appropriate.

d. Enter the amount of money a local organization is contributing, as appropriate.

e. Enter the amount of money another organization is contributing, as appropriate.

f. Enter the amount for any program income which you expect will be generated by the project: e.g., income from admission fees to a conference financed by the grant funds. In your budget narrative explain how the income will benefit the project.

g. Enter the total amount of the project. The total of lines (b-e) must be at least 25% of the amount entered into (g) because this grant program has a matching requirement of 25% of the total allowable project costs. **Divide the total amount entered in (g) by 4 to determine the match required for your proposal.**

19.   Select "c. Program is not covered by E.O. 12372."

20.   Answer as appropriate.

21.   Enter the name, title, telephone number and e-mail of the person authorized to contract or obligate the applicant organization to the terms and conditions of the grant. Print a hard-copy of the SF-424 and sign it (preferably in blue ink to identify the original).

Instructions for the SF-424A - Budget

This is a standard federal form used by applicants as a basic budget.

Section A - Budget Summary –**Do NOT complete** – Leave whole page blank for this program.

Section B - Budget Categories - Complete Columns (1), (2) and (5) as stated below.

All funds requested and contributed as a match must be listed under the appropriate Object Class categories listed on this form. Please round figures to the nearest dollar. In column (1) list by category how EPA funds will be spent; in column (2) list matching funds by category; then add across and put the totals in column (5) per category. Many applicants will have blank lines in some Object Class Categories and no applicant should use line 6(g) Construction because it is an unallowable cost for this program. NOTE: Your total dollar figures on the Form 424 and 424A and detailed budget should all be the same. Your detailed budget should list costs under the same object class categories used on this form, but with significantly more information; for example the 424A will have a total for travel and the detailed budget will list number of travelers and trips, locations, per diem costs, etc.

Line 6(i) - Show the totals of lines 6(a) through 6(h) in each column.

Line 6(j) - Show the amount of indirect costs. Please note: if you are claiming indirect costs, you MUST either: 1) have an Indirect Cost Rate Agreement on file with a Federal Agency, or 2) submit an indirect cost rate proposal to the EPA or other Federal agency (with copy to EPA) for approval within 90 days of being awarded a grant. Recipients are not allowed to seek reimbursement for indirect costs until an approved indirect cost rate is obtained.

Line 6(k) - Enter the total amount of Lines 6(i) and 6(j).

Line 7 - Program Income - Enter the estimated amount of income, if any, expected to be generated from this project. Do not add or subtract this amount from the total project amount. Describe the nature and source of income in the detailed budget description and your planned use of the funds to enhance your project.

Instructions for Detailed Itemization of Costs

The proposal must also contain a detailed budget description as specified in Section IV(C)(4) of this Notice, and should conform to the following:

Personnel: List all participants in the project by position title. Give the percentage of the budget period for which they will be fully employed on the project (e.g., half-time for half the budget period equals 25%, full-time for half the budget period equals 50%, etc.). The detail should include for each person: Percentage of Time on project X Annual Salary and/or hourly wage = Personnel Cost. List this data for all personnel and then put the total on the Form 424A.

Fringe Benefits: Indicate percentage of basic salary and what it includes, such as health insurance.

Travel: If travel is budgeted, show trips, travelers, destinations, costs per mile, per diem and purpose of travel.

Equipment: Identify each piece of equipment with a cost of $5,000 or more per unit to be purchased and explain the purpose for which it will be used. Less costly items are listed under supplies.

Supplies: List categories of supplies; e.g., laboratory supplies and office supplies for items that can be grouped. If the supply budget is less than 2% of total costs, you do not need to itemize.

Contractual: Specify the nature and cost of such services and how costs were determined such as by using estimates or historical information. Explain how you will select your contractor. EPA may require review of contracts for personal services prior to their execution to assure that all costs are reasonable and necessary to the project.

Construction: Not allowable for this program.

Other: Specify all other costs under this category. These may include costs such as: stipends for teachers, costs for buses for field trips, fees for entrance to parks and nature centers, printing, postage, conference fees for booths, and other costs that do not fall under the categories listed above.

Indirect Costs: Provide the percentage rate used and explain how charges were calculated for this project. Please note: if you are claiming indirect costs, you MUST either: 1) have an Indirect Cost Rate Agreement on file with a Federal Agency, or 2) submit an indirect cost rate proposal to the EPA or other Federal agency (with copy to EPA) for approval within 90 days of being awarded a grant. Recipients are not allowed to seek reimbursement for indirect costs until an approved indirect cost rate is obtained.

Income: If you anticipate earning program income as a result of your EPA award, show the estimated amount, explain how it is to be earned (the source of income), and how it will be used to enhance your project. When you do use program income on your project, it is important that you include the amount in your detailed budget.

Example of a Detailed Itemized Budget Table

Line Item	EPA Funds	Matching Funds	Total Project Cost
Personnel			
Fringe Benefits			
Travel			
Equipment			
Supplies			
Contractual			
Other			
Indirect Costs			
Income			
Total			

Be sure to double check your Detailed Itemized Budget against Form 424, Section 18 and Form 424A Section B to ensure the amounts you are requesting match each other.

Appendix B – Checklist for Proposal

Checklist for Content of Proposal Submission – Please submit <u>only</u> the following documents in this order (Please send **the original and two copies for hard copy submissions**.):

_____ Standard Federal Application Form (SF-424)

_____ Budget Form (SF-424A) - Section B – 1 page only - Use 3 columns - EPA share, matching share, and total in column 5

_____ Project Summary Sheet –recommended 1 page – format required

_____ Project Description (what, why, how, who, and project uniqueness) - Format optional -- use headings to help reviewers find everything.

_____ Project Evaluation Criteria for key outputs and outcomes

_____ Detailed Budget – Use three columns to show EPA, non-Federal, and the total portions for each expense. Use the same order and categories used on 424A, but with much greater detail. Be sure to double check your Detailed Budget against Form 424, Section 18 and Form 424A Section B to ensure the amounts you are requesting match each other.

<u>Appendices</u>

_____ Timeline – List all major activities and milestones over project period

_____ Logic model showing outputs and outcomes

_____ Programmatic Capability and Past Performance

_____ Letters of commitment from partners explaining the **tasks or funding they will provide**

<u>Please do not submit</u> letters of recommendation or endorsement from individuals or organizations that explain the merits of your project or your past accomplishments. They will **<u>not</u>** add to your score regardless of who sends them on your behalf. Also, please do **not** submit unnecessary cover letters, maps and other attachments, binders and binder sheets, and audio visuals such as videos or CDs. These create a burden for the reviewers and are not helpful, nor are they reviewed or evaluated.

Appendix C – Expected Outputs and Outcomes and Examples of Performance Measures (Logic Model)

Expected Outputs and Outcomes. Outputs and short-term outcomes must occur and be reported to EPA within the project period. Progress should at least begin on medium-term or long-term outcomes during the project period. Recipients of these grants will further EPA's strategic goals by implementing educational projects that improve behavior through non-regulatory means, raise public awareness of actions that can be taken to prevent pollution, and promote environmental stewardship. During the evaluation process for proposals, EPA will determine if each work plan contains well-defined outputs and outcomes as described below.

(a) **Outputs** are activities, efforts, and/or work products that the applicant proposes to produce or provide during the project period to support an environmental goal. Expected outputs funded under this announcement may include: recruitment for projects that educate teachers, students, and the public about environmental issues; classroom activities, workshops, or field trips; training sessions for educators; development of educational materials and websites; designing methods to measure increased scores on standardized tests; and designing systems or methods to report the results to EPA. Grant proposals must clearly define measurable quantitative or qualitative outputs that can be reported during the funding period. After the project is implemented, grant recipients are required to submit to EPA status reports about their progress in achieving outputs. See examples of outputs below.

(b) **Outcomes** are the results, effects, or consequences that will occur from carrying out the activities or outputs of the environmental education project that is supportive of an EPA strategic goal. Outcomes may have behavioral or health-related elements, but all must be environmental, educational and quantitative. Outcomes should include efforts to reach traditionally under-served audiences such as tribes, communities of color, economically distressed communities and/or geographically isolated communities. All of them may not necessarily be achievable during the project period. Outcomes are classified as short-term, medium-term, and long-term. Short-term outcomes include: increased learning, knowledge, skills, attitudes, and motivation. This type of outcome must be expected to occur during the project period.
Medium-term outcomes include: decisions, actions, practices, and behavior that are the foundations of stewardship to protect the environment. For example, a project directed at students may include students cleaning up a stream, beach, habitat, or nature trail. A project directed at teachers may include teachers taking newly acquired skills into classrooms to teach and motivate students. Most projects will accomplish some medium-term outcomes during the project period.
Long-term outcomes include: enhanced civic responsibility, and environmental improvements. These long-term outcomes may occur after the project closes, such as establishing a more environmentally literate public that takes action to restore or protect a watershed or transform a Brownfield site into an inner city park.
Anticipated outcomes for environmental education grants include:
(1) Promotion of environmental stewardship;
(2) Increased environmental knowledge and public awareness of environmental issues as measured by pre- and post-training surveys;
(3) Improved environmental literacy and improved scores on standardized achievement tests;

(4) Improved teacher access to training and research on environmental topics; and
(5) Sustainable environmental education programs.

Examples of Performance Measures (Logic Model). This chart provides examples of some of the outputs and outcomes Environmental Education Grants may produce. It is intended as guidance to define terms used in this announcement. A basic logic model template can be found on the EPA Environmental Education website (www.epa.gov/education/grants.html) and used to print out a specific version that complements your grant proposal.

Sample Logic Model of PROJECT PERFORMANCE MEASURES (examples of outputs and outcomes for various types of educational projects)			
OUTPUTS	**OUTCOMES**		
Short-term	Short-term	Medium-term	Long-term
Recruitment of teachers, students, or other target audience

Training

Workshops/Clinics

Courses

Field Trips

Educational Materials

Videos, CDs, DVDs, web sites

Conferences and presentation of results | Increased access to environmental education resources and programs

Students and teachers learn skills

Increased environmental knowledge

Increased motivation to become stewards and protect habitat and the environment

Educators are motivated to train others

Assessment of learning/ measuring success | Changes in awareness about issues and decisions that affect the environment

Students and community leaders make decisions to improve their environment

Specific actions are taken to improve the environment

Environmental stewardship is underway

Assessment of actions to improve the environment/Measuring success | Establishment of sustainable environmental education programs

Improved environmental literacy and environmental change for the better

Increased stewardship leads to civic responsibility for environmental protection, habitat preservation, and prevention of environmentally induced human health problems. |

Appendix D – Instructions for www.grants.gov Electronic Submissions for Announcement Number EPA-EE-11-02

General Application Instructions

The electronic submission of your proposal must be made by an official representative of your institution who is registered with www.grants.gov and is authorized to sign applications for Federal assistance. For more information, go to www.grants.gov and click on "Get Registered" on the left side of the page. *Note that the registration process may take a week or longer to complete.* If your organization is not currently registered with www.grants.gov, please encourage your office to designate an Authorized Organization Representative (AOR) and ask that individual to begin the registration process as soon as possible.

To begin the proposal process under this grant announcement, go to www.grants.gov and click on the "Apply for Grants" tab on the left side of the page. Then click on "Apply Step 1: Download a Grant Application Package" to download the compatible Adobe viewer and obtain the application package. **To apply through www.grants.gov you must use Adobe Reader applications and download the compatible Adobe Reader version (Adobe Reader applications are available to download for free on the www.grants.gov website. For more information on Adobe Reader please visit the Help section on www.grants.gov at** www.grants.gov/help/help.jsp or www.grants.gov/aboutgrants/program_status.jsp).

Once you have downloaded the viewer, you may retrieve the application package by entering the Funding Opportunity Number, EPA-EE-11-02, or the CFDA number that applies to the announcement (CFDA 66.951), in the appropriate field. You may also be able to access the proposal package by clicking on the Application button at the top right of the synopsis page for this announcement on www.grants.gov (to find the synopsis page, go to www.grants.gov and click on the "Find Grant Opportunities" button on the left side of the page and then go to Search Opportunities and use the Browse by Agency feature to find EPA opportunities).

Proposal Submission Deadline: Your organization's AOR must submit your complete proposal package electronically to EPA through www.grants.gov no later than 11:59 pm, May 2, 2011. Please submit *all* of the proposal materials described below.

Proposal Materials

The following forms and documents are required to be submitted under this announcement:

    I.   Application for Federal Assistance (SF-424)
    II.   Budget Information for Non-Construction Programs (SF-424A)
    III. Work plan prepared as described in Section IV(C) of the announcement.
    IV. Budget and Non-Federal Match
    V.   Appendices
        (a) Timeline;
        (b) Logic model;
        (c) Programmatic capability and past performance; and
        (d) Partnership letters of commitment (only if you have partner organizations making a commitment to the project – please NO letters of endorsement or recommendation)

The proposal package *must* include all of the following materials:

I. Standard Form (SF) 424, Application for Federal Assistance
Complete the form. There are no attachments. Please be sure to include organization fax number and email address in Block 5 of the Standard Form SF 424. Please note that the organizational Dun and Bradstreet (D&B) Data Universal Number System (DUNS) number must be included on the SF-424. Organizations may obtain a DUNS number at no cost by calling the toll-free DUNS number request line at 1-866-705-5711.

II. Standard Form SF 424A – Budget Information
Complete the form. There are no attachments.
The total amount of federal funding requested for the project period should be shown on line 5(e) and on line 6(k) of SF-424A. If indirect costs are included, the amount of indirect costs should be entered on line 6(j). The indirect cost rate (i.e., a percentage), the base (e.g., personnel costs and fringe benefits), and the amount should also be indicated on line 22.

III. Work Plan-Project Narrative Attachment
Prepare in accordance with the instructions in Section IV(C) of the announcement. The document should be readable in PDF or MS Word and consolidated into a single file.

IV. Budget and Non-Federal Match-Project Narrative Attachment
Prepare in accordance with the instructions in Section IV(C) of the announcement. The document should be readable in PDF or MS Word and consolidated into a single file.

V. Appendices-Project Narrative Attachment or Other Attachments Form
Prepare in accordance with the instructions in Section IV(C) of the announcement. The document should be readable in PDF or MS Word and consolidated into a single file.
Appendices include:
   (a) Timeline;
   (b) Logic model;
   (c) Programmatic capability and past performance; and
   (d) Partnership letters of commitment (only if you have partner organizations making a commitment to the project – please NO letters of endorsement or recommendation)

Application Preparation and Submission Instructions

Documents I through III listed under Proposal Materials above should appear in the "Mandatory Documents" box on the www.grants.gov Grant Application Package page. The Other Attachments, Document IV, appears in the Optional Documents box.

For documents I and II, click on the appropriate form and then click "Open Form" below the box. The fields that must be completed will be highlighted in yellow. Optional fields and completed fields will be displayed in white. If you enter an invalid response or incomplete information in a field, you will receive an error message. When you have finished filling out each form, click "Save." When you return to the electronic Grant Application Package page, click on the form you just completed, and then click on the box that says, "Move Form to

Submission List." This action will move the document over to the box that says, "Mandatory Completed Documents for Submission."

For documents III, IV, and V, you will need to attach electronic files. Prepare your work plan as described in Section IV of the announcement and save the document to your computer as an MS Word, PDF or WordPerfect file. When you are ready to attach your work plan to the application package, click on "Project Narrative Attachment Form," and open the form. Click "Add Mandatory Project Narrative File," and then attach your proposal (previously saved to your computer) using the browse window that appears. You may then click "View Mandatory Project Narrative File" to view it. Enter a brief descriptive title of your project in the space beside "Mandatory Project Narrative File Filename;" the filename should be no more than 40 characters long. To attach the other required documents (IV Budget and Non-Federal Match and V Appendices), you may click "Add Optional Project Narrative File" and proceed as before or use the Other Attachments from that appears in the Optional Box.. When you have finished attaching the necessary documents, click "Close Form." When you return to the "Grant Application Package" page, select the "Project Narrative Attachment Form" and click "Move Form to Submission List." The form should now appear in the box that says, "Mandatory Completed Documents for Submission."

Once you have finished filling out all of the forms/attachments and they appear in one of the "Completed Documents for Submission" boxes, click the "Save" button that appears at the top of the Web page. It is suggested that you save the document a second time, using a different name, since this will make it easier to submit an amended package later if necessary. Please use the following format when saving your file: "Applicant Name – FY11 –AssocProgSupp– 1st Submission" or "Applicant Name – FY 11 AssocProgSupp– Back-up Submission." If it becomes necessary to submit an amended package at a later date, then the name of the 2nd submission should be changed to "Applicant Name – FY11 AssocProgSupp– 2nd Submission."

Once your proposal package has been completed and saved, send it to your AOR for submission to U.S. EPA through www.grants.gov. Please advise your AOR to close all other software programs before attempting to submit the proposal package through www.grants.gov.

In the "Application Filing Name" box, your AOR should enter your organization's name (abbreviate where possible), the fiscal year (e.g., FY11), and the grant category (e.g., AssocProgSupp). The filing name should not exceed 40 characters. From the "Grant Application Package" page, your AOR may submit the application package by clicking the "Submit" button that appears at the top of the page. The AOR will then be asked to verify the agency and funding opportunity number for which the application package is being submitted. If problems are encountered during the submission process, the AOR should reboot his/her computer before trying to submit the proposal package again. [It may be necessary to turn off the computer (not just restart it) before attempting to submit the package again.] If the AOR continues to experience submission problems, he/she may contact www.grants.gov for assistance by phone at 1-800-518-4726 or email at www.grants.gov/help/help.jsp or contact the appropriate Regional EPA staff as identified in Section VII of the announcement.

Proposal packages submitted through www.grants.gov will be time/date stamped electronically.

If you have not received a confirmation of receipt from EPA (*not from www.grants.gov*) within 60 days of the proposal deadline, please contact the appropriate Regional EPA staff as identified in Section VII of the announcement. Failure to do so may result in your proposal not being reviewed.